

ORDER



Orders
Order / Rev: 704728 - 1
Alt Order #: 06265036
Product Desc: STEARNS FOR CONGRESS
Estimate: 2577
Flight Dates: 08/07/12 - 08/14/12
Original Date / Rev: 08/06/12 / 08/13/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement/ POL
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Stearns,C / R /Congress
Demographic: A50+
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	42	\$4,125.00	\$3,506.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	42	\$4,125.00	\$3,506.25	0.00
Totals	42	\$4,125.00	\$3,506.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/07/12	08/12/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	--WTF--	:30	4	\$75.00	P-3	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		4				\$75.00		0.00			
2	WJXX	08/13/12	08/14/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$75.00		0.00			
3	WJXX	08/07/12	08/12/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	--WTF--	:30	8	\$55.00	P-3	0.00	NM	8	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		8				\$55.00		0.00			
4	WJXX	08/13/12	08/14/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MT-----	:30	4	\$55.00	P-3	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		4				\$55.00		0.00			
5	WJXX	08/12/12	08/12/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$40.00		0.00			
6	WJXX	08/12/12	08/12/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00

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Estimate: 2577
WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WJXX	08/12/12	08/12/12	First Coast News On Point First Coast News On Point	CM	First Coast News C- - - - - S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - - - - S		1		\$50.00	0.00					
7	WJXX	08/11/12	08/11/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a - - - - - S-	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - - - - S-		1		\$70.00	0.00					
8	WJXX	08/12/12	08/12/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a - - - - - S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - - - - S		1		\$100.00	0.00					
9	WJXX	08/12/12	08/12/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6- - - - - S	:30	1	\$80.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - - - - S		1		\$80.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WJXX	08/06/12-08/12/12	This Week 10A		Sun 10a-11a - eff		- - - - - Su	:30	(\$80.00)	0.00	NM		
	Credited [cr]													
10	WJXX	08/07/12	08/12/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p - - WTF- -	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - WTF- -		4		\$110.00	0.00					
11	WJXX	08/13/12	08/13/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p M- - - - -	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	M- - - - -		1		\$110.00	0.00					
12	WJXX	08/11/12	08/11/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb:	CM	Sat FCN News We- - - - - S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - - - - S-		1		\$175.00	0.00					
13	WJXX	08/12/12	08/12/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p - - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - - - - S		1		\$150.00	0.00					
14	WJXX	08/07/12	08/12/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p - - WTF- -	:30	4	\$180.00	P-3	0.00	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - WTF- -		4		\$180.00	0.00					
15	WJXX	08/13/12	08/13/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p M- - - - -	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	M- - - - -		1		\$180.00	0.00					
E 16	WJXX	08/07/12	08/12/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p - - WTFS-	:30	5	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	- - WTFS-		5		\$150.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	WJXX	08/06/12-08/12/12	FCN News at 11pm		M-Su 11p-11:35p		- - WThFSa-	:30	(\$150.00)	0.00	NM		
	Credited [CR]													
17	WJXX	08/13/12	08/13/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p M- - - - -	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	M- - - - -		1		\$150.00	0.00					
18	WJXX	08/13/12	08/13/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p M- - - - -	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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18	WJXX	08/13/12	08/13/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	M-----			1		\$80.00		0.00				
N19	WJXX	08/14/12	08/14/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-T-----	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----			1		\$75.00		0.00				
N20	WJXX	08/14/12	08/14/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-T-----	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----			1		\$75.00		0.00				
													Totals	42	\$4,125.00